

[Best Practices for Becoming a Rainmaker on the Internet, Part 1 of 5](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

I was recently speaking at a bar association event when a gentleman asked, "Do people really look for lawyers online? I'm not sure people look for my kind of practice area on the Internet."

Current LexisNexis research shows the answer is clearly "yes!" In fact, three out of four consumers surveyed said they turned to the Internet at some point during their legal services decision-making process.

A growing number of law firms are turning to the Internet with hopes of boosting their revenues and increasing their leads. For some this has become a reality, but most are still in the experimental stage. All this week, I will be posting about several of the best practices in becoming a rainmaker on the Internet.

In today's post, I will review Search engine optimization (SEO), the ongoing process of optimizing your website to be found on the search engines (Google, Yahoo!, and Bing are the big three) for the keywords and phrases with which you want people to find you. The goal of SEO is to drive qualified traffic to your website. It does not include pay-per-click (PPC) or paid search. There are more than 30 different components commonly used by SEO experts to help your website rank well. Below are strategies to get you started:

Know the keywords people use to search for your services. There are many tools you can use to find out exactly which keywords and phrases people use. I recommend you start with [Google's Keyword Tool](#).

In most searches, there are three parts used: geographical location, practice area, and the word "lawyer" or "attorney." For example, someone looking for a personal injury lawyer in southern California may use "Los Angeles personal injury lawyer," whereas someone in Chicago looking to file for bankruptcy may search for "Chicago bankruptcy attorney." However, people are starting to use more and more words to describe what they are looking for: "I was injured in a car accident in Miami and need an attorney." This is known as long tail search.



Key Action Points:

Talk to your prospects and clients and find out what words and phrases they use to look for a lawyer in your practice area.

- Research those keywords and find out how many other people use them.
- Make a list of 20 to 30 words and phrases to use in your website.

Use keywords in your domain name. When possible, use the actual words with which you want prospects to find you. For example, Kevin Von Tungeln is a board-certified estate planning specialist in the state of California. His website address is www.estateplanningspecialists.com.

Many law firms are still using the traditional method of naming their website the same as their law firm name, which can make it difficult to spell, harder to find, and does not assist their SEO efforts. However, be sure to check your state's ethical requirements before settling on a new website name; some states do not allow lawyers to use any other domain name than their law firm's name.

Key Action Points:

- It's okay to have multiple domain names.
- Register your own name first, then register domain names with your keywords in it.
- Use www.godaddy.com to register multiple variations. Even if you are not going to use them now, you may want them later.

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New Webinar: How to Attract Clients in Today's Marketing Jungle

When it comes to law firm marketing, it is truly a jungle out there! Mastering social media, SEO and Internet marketing strategies – and making sure your efforts align with legal marketing rules – can give even the most eager attorney pause.

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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical

Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.



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